

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination MURRAY ET AL.	
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U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	V	Tracy Swedlow, Interactive TV Today, January 22, 2001, http://www.itvt.com/etvwhitepaper.html
	W	Liang-Jie Zhang et al., A Per-object-granularity Tracking Mechanism for Interactive TV Viewership Estimation and Program Rating, IEEE 2002114351/02, 2002
	X	Itvt (Interactive TV today), Wink Program Overview, copyright 1998-2003, http://www.itvt.com/screenShotGallery/Intellacity_&_Wink_Communications/page1.html

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

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